

Host a
**Breasties
Brunch**

this October to support
women with breast cancer

Fundraising handbook



Thank you for fundraising for Mater Chicks in Pink!

Did you know that more than 20,000 Australians are diagnosed with breast cancer every year? Sadly, that number continues to rise.*

On any given day, 55 Australians will have their worlds turned upside down when they hear the words “You have breast cancer” and nine women^ will tragically lose their fight against the disease. These women are our mothers, daughters, sisters and friends—and they need your help. By raising funds for Mater Chicks in Pink you are making an impact in the lives of these women.

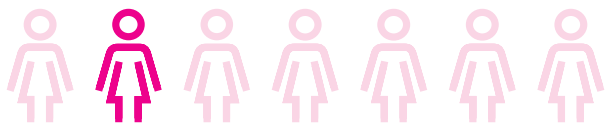
Your fundraising efforts will be helping to fund life-saving research at Mater to better understand and treat breast cancer now and into the future. Ultimately, you'll be raising funds for women with breast cancer today, to save lives tomorrow.

I can't thank you enough.

*The Mater Chicks
in Pink Team*

*AIHW Australian Cancer Database

^National Breast Cancer Foundation (NBCF)



1 in 7 women are diagnosed with breast cancer in their lifetime.*

When you host a **Breasties Brunch** this October during **Breast Cancer Awareness Month**, you'll be supporting **Mater Chicks in Pink** to make a real difference to these women. Every dollar raised makes a difference!



\$65

Help provide psychological support to women at the time of receiving their breast cancer diagnosis.



\$120

Help restore a woman's confidence and healing after breast removal surgery by providing her with a mastectomy bra.



\$180

Help a woman feel more like herself after chemotherapy-induced hair loss by providing her with a wig or scarf to wear.



\$235

Help fund breast cancer research to focus on improving survival rates and work towards a future where all women diagnosed with breast cancer survive.

Let's get started!

1



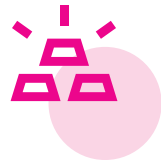
Make your fundraising page shine

Log in to your fundraising hub to update your page. Add a profile picture and personal message to let people know why you've decided to raise funds for women with breast cancer.

2

Set the bar and self donate

Kickstart your fundraising with a self donation and set the bar for your family and friends. We've found that people who self donate are more likely to hit their fundraising goal!



3



Share the news

You're doing something great! So, it's time to spread the word. Share your fundraising page and tell the world what you're up to.

4

Hit your goals, get rewarded

Make a difference for women with breast cancer and get rewarded! Become a member of our Breast Friends Club to unlock exclusive perks and go in the draw to win great prizes.



Now let's promote your activity to take it to the next level



Share within your workplace

Share your fundraising activity with your staff, colleagues and customers. Let them know why you are supporting Mater Chicks in Pink and why you need their help.



Get excited

Be excited and talk about your fundraiser when you catch up with friends and family. The excitement will catch on and they will want to help or donate. Remember to take pictures and update your supporters on the progress of your fundraising.



Share the thanks

Don't forget to thank everyone who supported your fundraising. For your special supporters, write a note to let them know how your fundraiser went, what it meant to you and how their support made it what it was. The simple act of gratitude goes a long way.



You have questions? We have answers.

Can I change the date of my event?

Yes, you can. Just send us an email or give us a call and let us know.

Can I use the Mater Chicks in Pink logo?

Yes, you can! Just send us an email or give us a call.

Do you have any resources available?

We sure do. Please visit our resources library at breastiesbrunch.com.au

How do I collect donations?

Your personalised fundraising page is the easiest and simplest way to collect donations. Each donation made to your page will be instantly sent a tax-deductible receipt.





Thank you for supporting women with breast cancer

We are here for you, so feel free to reach out and ask for support.

We are only an email or phone call away and we would love to help you.

T 1800 440 155
E foundation@mater.org.au
W breastiesbrunch.com.au



Scan the QR code
for more information.